

an **informa** business



# Securing your Brand Advantage Through Packaging

## A New Way of Thinking!



Presentation by Salina Ip

June 2014



# Securing your Brand Advantage Through Packaging

The Packaging Advantage



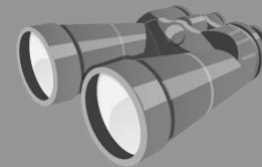
Pack-Track & the Innovation

REVOLUTION

What the Future Holds  
for You!



Seeing is Believing!  
Personal Care  
Pack Innovation



# Securing your Brand Advantage Through Packaging



Both packs are made by the same method in principle!

Hand sanitizer with a built in 'dog clip' creates huge versatility of applications

Gravity dispenses the gel as, where and when you want it

Creates barrier free uses; pack adapts to the individual consumer's lifestyle

**GAME  
CHANGER!**



# Securing your Brand Advantage Through Packaging

This is one example of thousands @ Pack-Track...Message is:

- Packaging can offer the brand owner many benefits
  - Who owns the IP of a pack is now very important
- 
- Functionality & convenience often lead
  - Engaging the consumer in use is a brand benefit
- 
- Timing appears good for packaging innovation
  - But it is a high risk management undertaking
- 
- **Pack-Track** maximises your packaging potential

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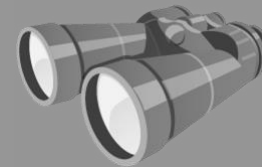
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- In this presentation, we will be drawing on **Pack-Track**, an *Innovation and Information* tool, now part of the Datamonitor Group...

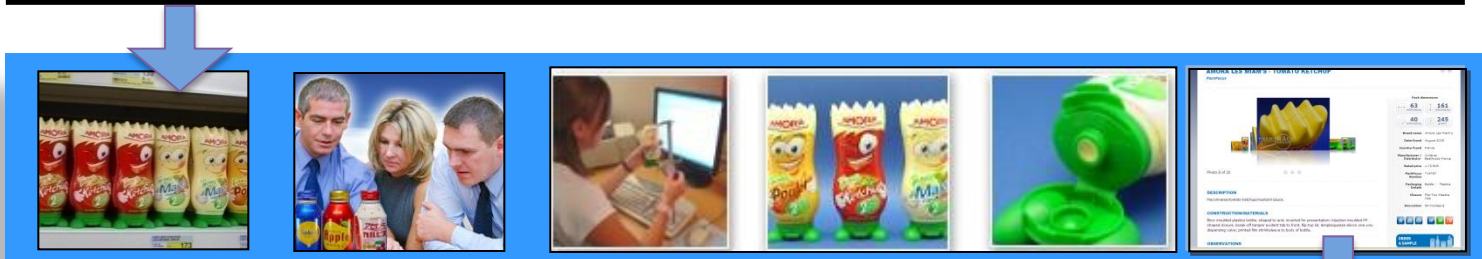
## So what is Pack-Track?

**It is a system to create and drive  
packaging innovation and change  
in Consumer Packaged Goods**

# The Power of... Seize+Adapt



We capture the important packaging innovations



We analyse these innovations *forensically* and put all this on an interactive website to Seize+Adapt

# So, Pack-Track...



- Has 1000's of packaging ideas, innovation & change
- Is updated daily
- Can be applied by our clients in many ways



- Is proactive and gives leadership to its clients
- Is serious, in-depth, detailed and effective
- Web based and specialist driven

- It is not only special...
- Pack-Track is unique
- Nothing quite like it elsewhere in the world!





# Nothing Quite Like it Anywhere in the World....



How often is Braille used in the  
heat seal of *any* packs?  
Adds communication  
Adds value



Braille in the heat seal of this hair conditioner



Welcome to our world... Seize+Adapt

# Pack-Track | Successful Innovation System



Seize+Adapt  
From personal  
care to food!

Toothpaste Pump  
To salad dressing  
dispenser

- Seize+Adapt | Toothpaste pumps switch to vinaigrette dressings
- Total control | Excellent dispensing | Little wastage | Consumer engagement

# The Power of... Seize+Adapt



Get more inspiration for less *money*

**Achieve better results, faster**

**Develop** your brands with *confidence*

Drive **down** packaging cost

Respond to **the sustainability agenda**

**See** what the **consumer sees**

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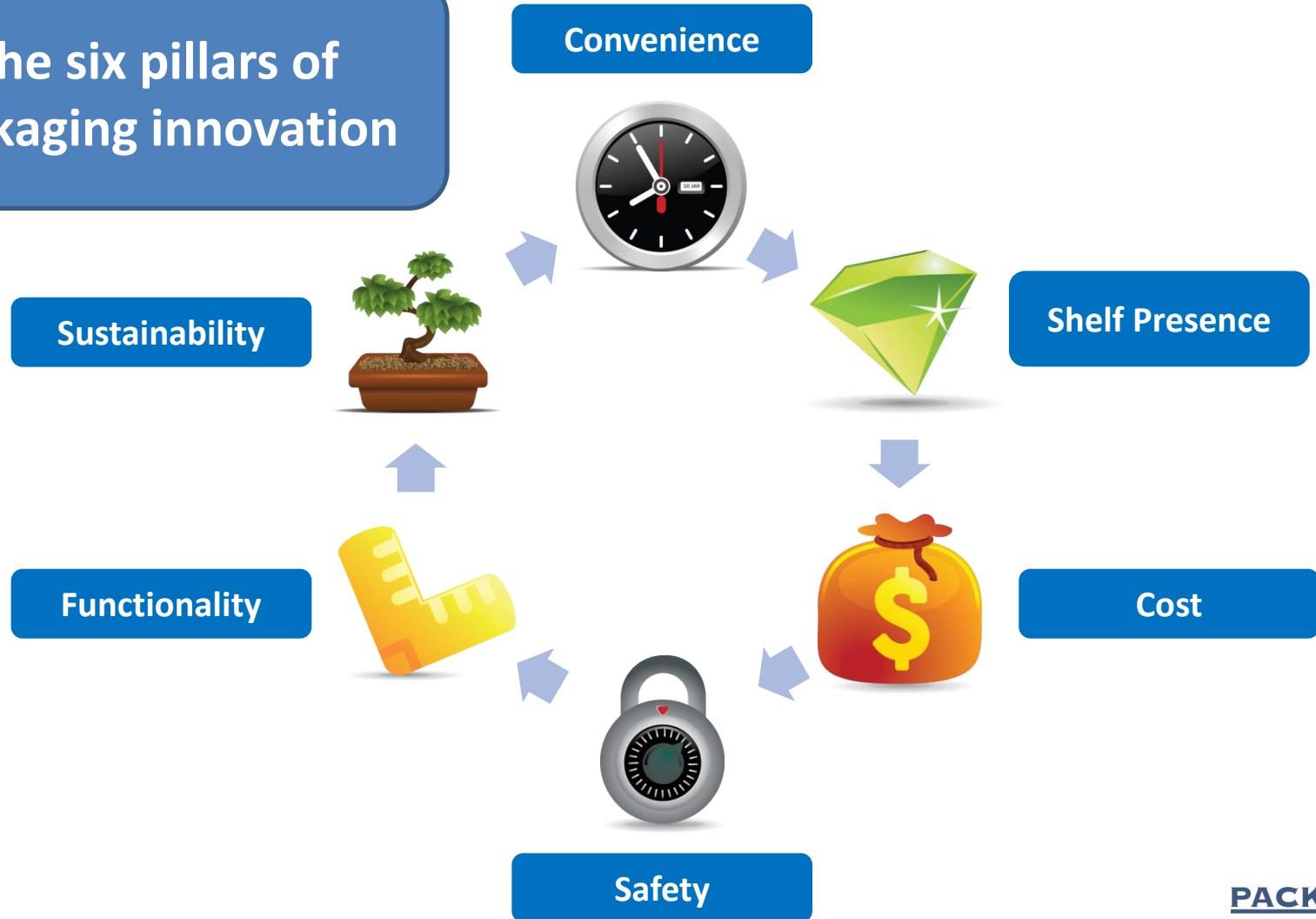
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# Securing your Brand Advantage Through Packaging

The six pillars of  
packaging innovation





# Securing your Brand Advantage Through Packaging

## Functionality



## Take Out

Pack **Functionality** can be fun too!!  
The secondary use of shape can help drive brand loyalty and interaction with the child and parent.  
Plus...  
Gives some **Shelf Presence** and pack after use at Point of Sale



# Securing your Brand Advantage Through Packaging



Cost



## Take Out

Use of metallized finish, high grade decoration, pack texture – it's sexy - +easy open/close like a bottle cap...and the way to hang it in the shower all gives: CREDIBILITY

Pack is *probably* lower **Cost** than bottle.





# Securing your Brand Advantage Through Packaging

## Convenience



## Take Out

**One** sachet contains **two** liquids as breath freshener. Flat and highly portable for an *on-the-go* life style. Easy to use and highly effective.

A good example of contemporary packaging adding values in personal care.



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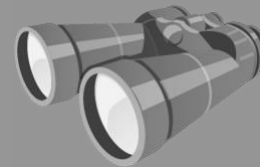
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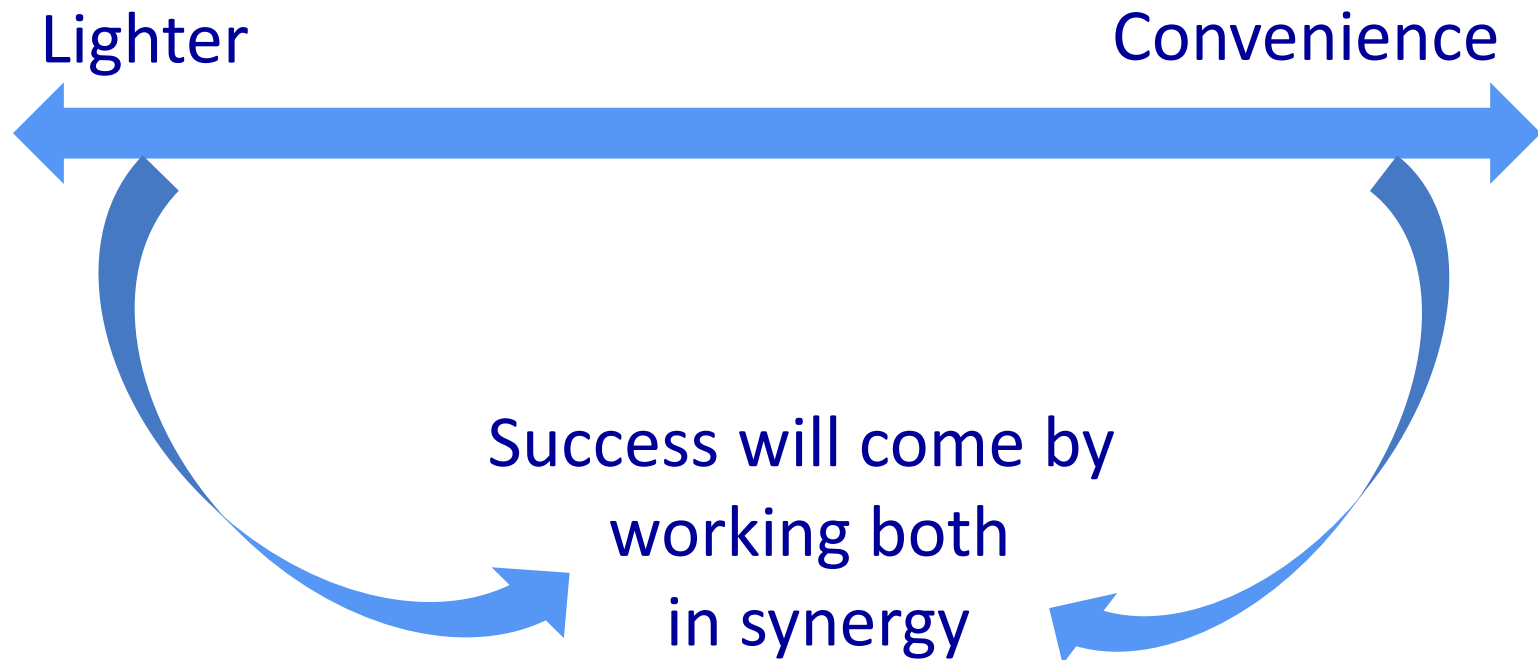


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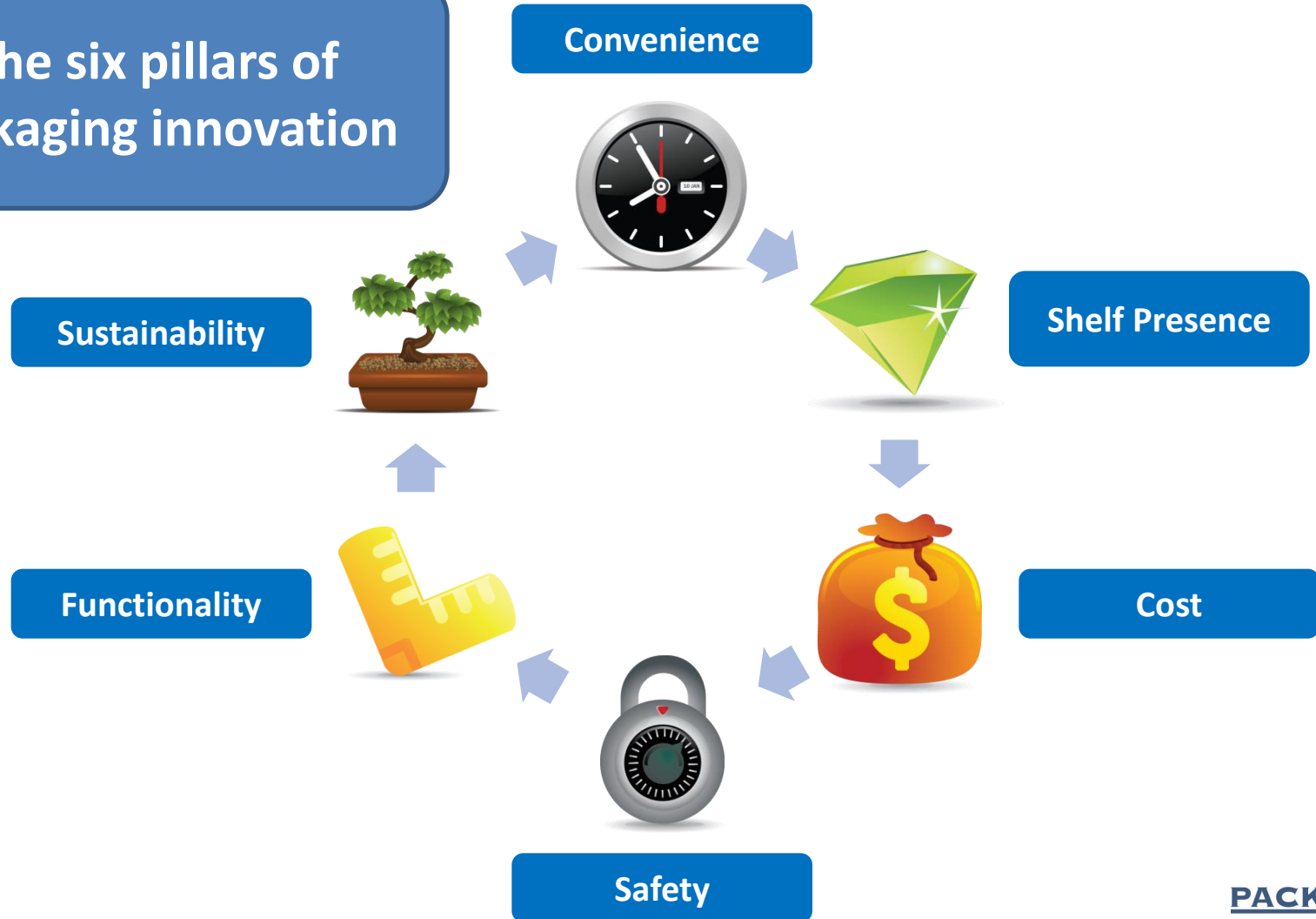
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The *Personal Care* packaging challenge is this, we believe...



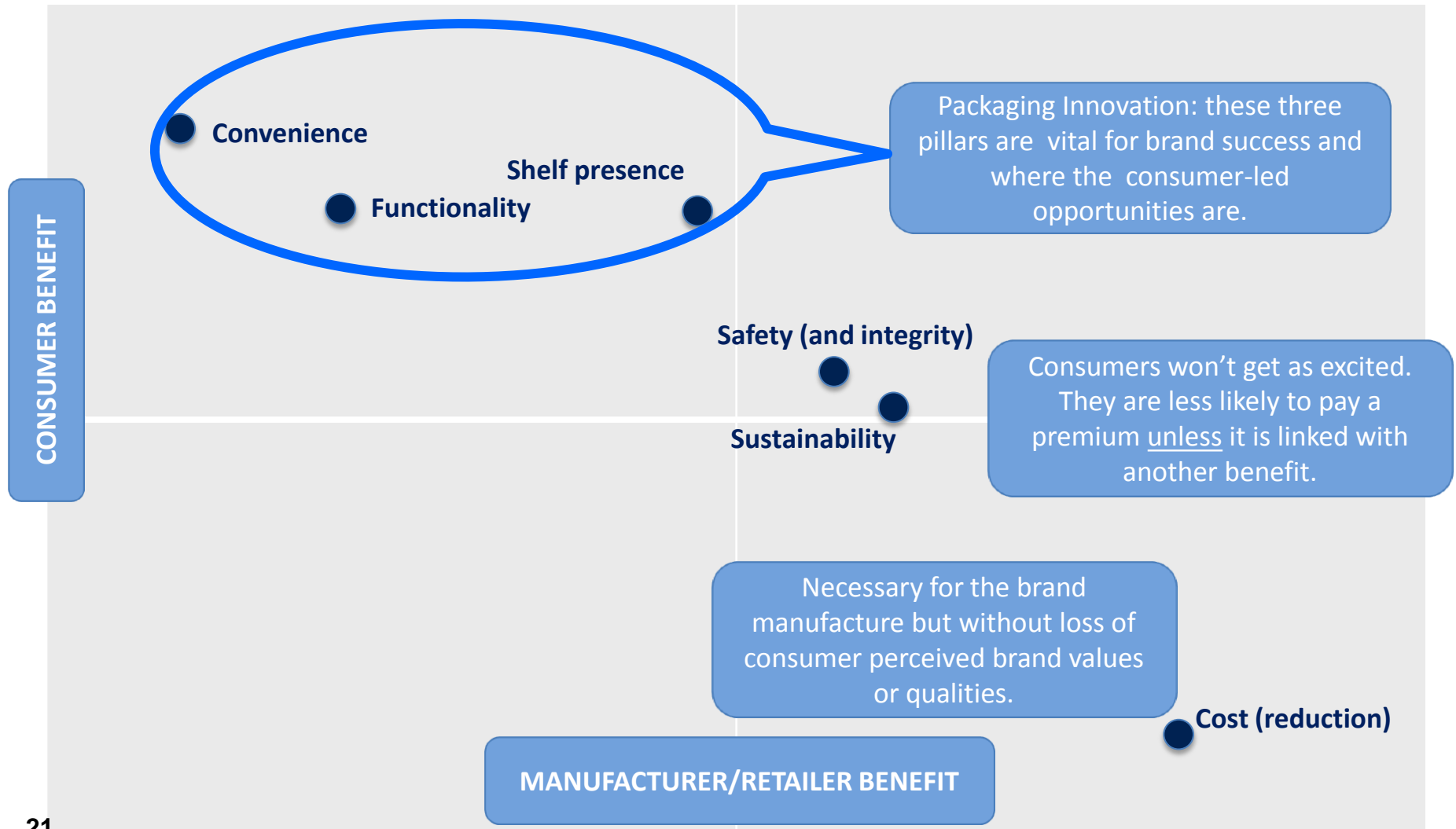
# Securing your Brand Advantage Through Packaging

The six pillars of  
packaging innovation



# Securing your Brand Advantage Through Packaging

## The six pillars | Where to focus your innovation activity



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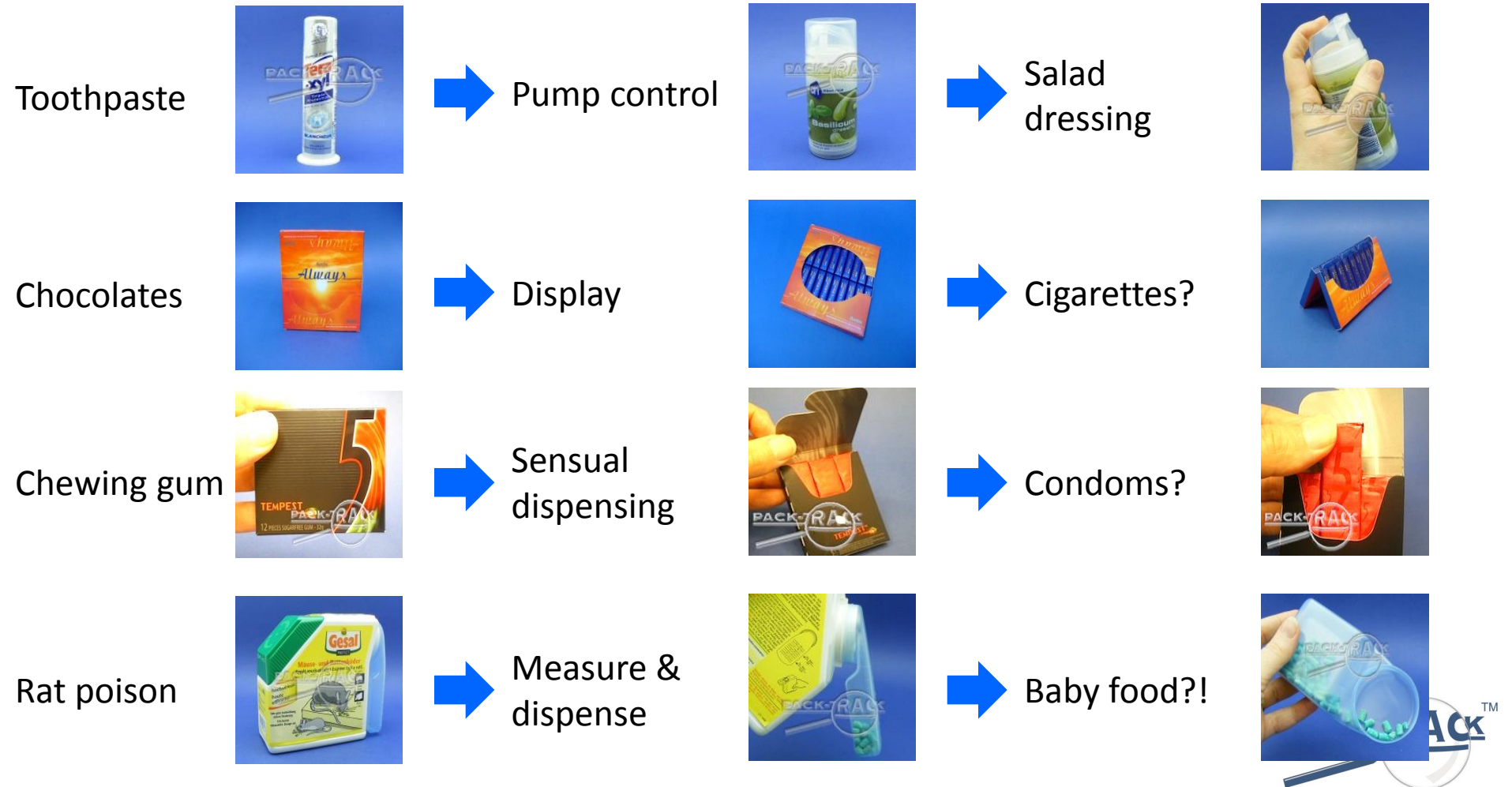
## Actions to consider from this presentation

- See packaging as a value adding or cost reducing device
- Innovation is the driver of packaging change
- *Shelf Presence + Convenience* are very important components of brand success and consumer loyalty
- Timing appears good globally for packaging innovation
- But it is a high risk management undertaking
- **Pack-Track** maximises your packaging potential



# Securing your Brand Advantage Through Packaging

**Pack-Track** Faster | Secure | Inspiring | Innovation | *Seize+Adapt*



# Securing your Brand Advantage Through Packaging

## Thank you!

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## Want to learn more about Pack-Track?

Request a free demo at: <http://www.datamonitorconsumer.com/request-demo/>

